

Thursday, June 2, 2005

Downtown Demolition Mitigation Meeting

On May 26, 2005, a Mitigation committee of 11 members was established. At our first meeting of the Mitigation Committee, 9 members attended. Included were 7 Sunnyvale residents/business owners and 2 Sunnyvale businesses owners. The purpose of this meeting was to establish a list of issues that needed to be added to the original mitigations items voiced at the first meeting for Mitigation at City Hall held on May 17, 2005.

All issues that are included in this list should remain in effect until the Construction Mitigation has commenced. Below are the concerns we the mitigation committee feel need to address in addition:

- a. Marketing: Establish a \$50,000 monthly budget for the marketing of Downtown to continuously enforce the message that Downtown is still open for business. In addition, a Marketing Consultant should be hired to work on a " Shop Downtown Sunnyvale " marketing campaign that will keep patrons, residents and new potential customers informed that downtown is still open and happy to serve them. These ads should run through various media sources two or three times a week.
- b. Signage: Provide signage that is larger and also better positioned further outside the downtown area to navigate customers to downtown businesses more easily and efficiently.
- c. Cleaning: Street cleaning and sweeping done daily on all affected streets in the Downtown area. In addition, windows, doors and storefronts should be cleaned on a weekly basis.
- d. Security: 24 hour security is essential with additional officers hired during holiday shopping periods.
- e. Macy's Parking Lot: Should be kept open until 30 days before construction begins.
- f. Shuttles: When the Macy's parking lot is officially closed for demolition, we need to have shuttles and valet parking for the Downtown area.
- g. Twinkle Lights: The twinkle lights that adorn the downtown businesses in the evening should be repaired, maintained and keep on during the entire demolition period
- h. Website: Access to the Forum's demolition community notification site to make sure that our messages is aligned. That is to say, to reinforce the fact that even though construction is underway, downtown is still open for business.

- i. Residents: Again, we want ensure that a live 24-hour hotline is put and kept in place that will address all residents' concerns regarding issues with construction, traffic, equipment and trucks, parking violations of contractors and their equipment, and any other concerns related to demolition that may arise.
- j. Contingency Fund: A fund to be set aside for unforeseen issues. For example, loss or damage due to power outages, water damage, product damage, food loss, rodents and vermin, power outages that effect business, etc. We want to stress that we feel the rodent and vermin issue to be a very real and serious concern that should be addressed as such.

Respectfully,

Mike Johnson
Executive Director
Sunnyvale Downtown Association
(408) 718-4880 Cell

And

Downtown Demolition Mitigation Committee